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Maclean's



CANADA'S
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T O R O N T O
JANUARY 15

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"So I've Got
a Mild Face!"

By

ROBERT W.
SERVICE



Leslie McFarlane
Clara Wallace Overton
Beverley Baxter

Air Gunner. A natural color
photograph taken for Maclean's
by W. R. McCullagh

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AS THIS is written, involvement of President Roosevelt's \$100,000,000 "for" loan" and to Britain plan has caused the people of the Empire and their workers in the United States.

While the ultimate production of planes, ships and other equipment will be of such magnitude as to materially affect the war's outcome, we must first face the immediate task must elapse before actual deliveries can be made.

The United States schedule in its own defense program, and while Britain is to give priority, many industries have to be recovered before production for other country can be in full swing.

Following the President's announcement, William Knutson, head of the production section of the U.S. National Defense Advisory Commission, revealed a sharp per cent lag in plane production and a serious lag in testing for various other forms of production.

There is labor trouble, actual and alleged C.I.O. leaders have been vigorously opposing any move to change the right to strike, even a form of national emergency. Manufacturers of war equipment have been warning that they cannot meet our newly needed supplies and at the same time keep on covering charges of higher labor practices.

From and public across the line have been demanding to know what is wrong and who is to blame for the hold up in the defense program—actual, latent or otherwise.

Commenting on the situation, Time, the weekly news magazine, noted the heading, "Wanted: A Head Man," and this is to say:

"Somewhere back among the U.S. production machine had to get together, work without strikes and lockouts, work if necessary beyond the 40-hour week on some basis that would be a compromise for both sides. It was plain for anyone to see that this situation could not be fixed up by the Defense Commission. It is an advisory body without executive power, with a chair man who is busy long President of the U.S. The defense program had two major defense plans in its member of the Defense Commission, and finally decreased (all the recent) by some, that a detailed 15th priority powers could result in five minutes."

Two Major Variables

THE two major debate produced are a variable to produce and a variable to produce. Of the first variable, Time says that many an industry, hoping to get its work but on orders needed most, found that A-1 priority was wasted on empty pay start of time work, and that priority was more or less at all.

Of the second variable, Time reports:

A FEW MORE FACTS TO FACE

"Plain and understandable to many an individual... was the fact that the services, particularly the Army, do not know how to buy an 1950's original defense mode. Most significant example was a recent \$100,000 Army order for underwear of a 1947 type, and not manufacturable in 1948 equipment. Device recently, organization of a procurement agency will, given to correct Army Navy specifications lay down the order out of industrial capacities that no service officers can be expected to have."

"There were but two of many holes in the U.S. defense program. But NDAC could not fill them. Without authority to enforce its will on industry and labor, without a boss on the job 15 hours a day with full power to set and fix, simplify procedure, settle even, it has done its job as well as it could. The profits set for production has begun. Whether NDAC will get a boss, whether it gets the power it needs, only one man can decide. Franklin Roosevelt."

A few days after Mr. Roosevelt's revelation of deficiencies, the President created a new Office for Production Management for Defense, with Knutson as director, elected to work "full authority to direct and speed" the progress of American resources and not in Britain. But elected as still disappointed, there is no "head man." The President stated that "American in General maintain since the fall of time, a new a Push Back or an Abandon of force, prove that ignorance." He said nobody has yet found a person who understands all the problems involved in production.

The Canadian Parallel

WE QUOTE the above comments because they bear heavily on the case of Canadian war production. Our own official spokesmen have lauded the leader of Mr. Knutson, but the fact is that in spite of all the above plans and the "idealized production" in many instances, there still is a lag, particularly in the most important of all jobs—the production of planes. This clearly constitutes in that production will tell of the need of more, that the main reason is that of too many made and official lockdowns look here and in England.

Our own War Planning Board, charged with the task of coordinating war industry and establishing priorities, is in the writing will just an advisory body (as was the NDAC) without the means of enforcing action.

We will stick to the opinion that a Head Man, with power to act, is needed. The political heads in Ottawa give the same reply to that as does President Roosevelt—there is no person who understands all the problems involved in its production.

Well, the State has a production czar. If we are to last then in producing war, we have to

find one. It is true that no one man can have knowledge of all forms of production. But there can be many, chosen wisely from political responsibility, who can be given power to get the job done and choose his own assistants versed in various forms of production.

Appointment of the War Planning Board came because the wartime appointment was not functioning. That board itself cannot function successfully without a clear possessing power to act.

Protection For Labor

IN THE matter of Labor, we are not up to the United States. The Government's action in providing for a system of "cost of living increases" means that living expenses, instead of being increased, seems to have been imposed on both labor and employer as in a fair method of protecting the employee from any sharp rise in the cost of materials.

It seems to us to be not unlikely that the Department of Labor has been able to the possible influence on this country of United States labor unions, and also to the fact that the United States is not actually at war while the Dominion is.

For instance, with a large measure of co-operation existing between labor and employers in this country, and a mutual realization of what the war means to both, the Canadian Government should measure, with difficulty in securing financial assistance and turning a new a quickly any questions which might spring from otherwise demands here or elsewhere.

A Fact For The People

A FACT the people of this country have to face—and Mr. Dief is doing a good job on reportedly drawing down that successful prosecution of the war depends upon the readiness with which they themselves place the country's war effort ahead of their personal comfort. The Government rightly places war needs above everything else. And it will be expected to act as an example in economy in connection with ordinary living. Even with rapid economy in other directions, the financial stress of the war effort is prodigious. Heavy as they are, however as they will be taken as far from sufficient to meet the cost of war. The Government must borrow, because from Canada are individuals. Canada's spending demonstrated that there is more purchasing power than there has been since the boom days, purchasing power more generally spread (with the exception of the farming West) than it was in the pre-war period. For the use of the war effort, more of that purchasing power can, improve the Government's—and that the nation's—task. There will be another war loan, probably in June. It would be a pattern of war loans for it, for war savings certificates, but we savings there.

Only by an engine victory one year security be assured.



Who goes first? W. A. (Big Bill) Cohen to enlist in the Royal Canadian Navy.



Big Bill is examined by a recruiting officer of the Royal Canadian Naval Volunteer Reserve.



Up before the doctor at Toronto headquarters, Bill prepares with legs aching.



Bill learns to know the compass. Not content by 1941 seems to be a lot of a student.



First lesson in navigation. All recruits are trained to take their trick of the wheel.



"I do solemnly swear..." Bill takes the oath before the recruiting officer.

Royal Volunteer Guide

He's in the Navy Now

From insurance clerk to naval rating—A pictorial record of the training of a volunteer for service with the Royal Canadian Navy

PHOTOS BY PHOTOGRAPHY UNIT



From naval stores Bill draws his gear—gun, jumper, hat, "kilt," toothbrush.



The last lesson. "Three stripes on collar?" For Nelson's victories—The Nile, Copenhagen and Trafalgar. The third stripe? Mourning for Nelson.



"How far the shore, sailor?" Bill looks to the sea—men like Ontario.



Refining the sailor on the spot—Bill gets his first lesson in "drill."



No salt food, no wonder. Good food and plenty of it is served in the modern navy.



And so he lies. Tomorrow Bill goes out for water training. We'll follow in an early issue.

ENTER IVORY SOAP'S "SECURITY FOR LIFE" CONTESTS!

I FEEL SO SAFE NOW—
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MONEY WORRIES!

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EASY! FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS
I like Ivory Soap because _____

FREEDOM from money worries! Security for life! The greatest prize ever offered in an Ivory Soap contest. And it may be yours!

A GUARANTEED INCOME of \$100.00 a month as long as you live—starting April 30, 1941! This \$100.00 a month income for life will be guaranteed by John Hancock Mutual Life Insurance Company of Boston, one of the greatest, strongest insurance companies in America!

A PROTECTED TOMORROW, A HAPPIER TODAY! Think what you could do with this extra \$100 a month now! Own your home! Buy a car! Or, you could choose \$20,000 in one lump sum instead of the \$100-a-month life income.

330 ADDITIONAL MONEY PRIZES... in 6 separate weekly contests! Each week for 6 weeks, Ivory Soap offers 5 crisp, crinkly \$500 bills—30 in all! And remember, one of these \$500 winners will win the grand

prize! So enter every week! Also each week there are 50 additional prizes of \$10.00 each.

ANY MAN OR WOMAN CAN ENTER! These wonderful contests are run so you can discover Ivory's many uses. Send in all the entries you think of! Sentences as simple as the samples below can win! So enter today! Enter every contest!

HELPFUL HINTS—before you enter!

Actual experience will suggest lots of sentences about Ivory Soap. Try the convenient "Medium-Size" for... **SAVE**—Ivory's so pure, so mild that many doctors advise it for little babies... **COMPLEXION**—Ivory's mild lather foams so thick—gives gentle beauty cleansings... **BATHS**—You'll like refreshing baths with rich, sudsy Ivory. So convenient—Ivory foams... Try the "Large-Size" for **DISHWASHING**—Ivory costs less than 1¢ a day for washing dishes. This gentle "baby soap" in your dishpan helps your hands stay smooth.

MADE IN CANADA

THESE HINTS MAY HELP YOU WRITE A WINNER!



"I like Ivory Soap because... it makes baby's bath a pleasure—she loves the way Ivory floats and I love its gentle suds that leaves her skin soft and sweet."



"I like Ivory Soap because... it makes a quick, gentle lather that gives me a wonderful feeling of refreshing cleanliness after a floating Ivory bath."



"I like Ivory Soap because... it's a wonderful dishwashing soap, gives quick suds, gets dishes, glasses clean and sparkling, and helps my hands stay soft and smooth."

FINISH sentence: "I like Ivory Soap because..." in 25 additional words or less. Attach wrappers from one "Large-Size" and one "Medium-Size" Ivory Soap (or facsimiles) and send to Ivory Soap, Dept. MC, 1600 Avenue Desmarines, Montreal, Quebec. Print your name and address.

PRODUCED BY GAVELLE & REEDERSON, MONTREAL

WINNERS ANNOUNCED ON RADIO

"Anthem The Storm," "Life Can Be Beautiful," "Wee Wee in White," Mondays thru Fridays. See local papers for time, stations

IVORY SOAP

99¢/Lb. 5 Pans - 11 Flans



FOLLOW THESE EASY RULES

1. Simply complete this sentence, "I like Ivory Soap because..." in 25 additional words or less. Write on one side of a sheet of paper. Print plainly your name and address.
 2. Mail to Ivory Soap, Dept. MC, 1600 Avenue Desmarines, Montreal, Quebec. You may enter these contests as often as you like, but each sentence must be accompanied by one Large and one "Medium-Size" Ivory Soap wrapper (or facsimiles).
 3. Cash prizes in each weekly contest are five \$500 bills and fifty \$10 bills. The winner of the grand prize of \$100 a month for life will be selected from the winners of the \$500 prizes. The grand prize-winner may take \$20,000 cash instead of \$100 a month for life.
 4. There will be six weekly contests, each with a separate list of prizes. Opening and closing dates:
- | CONTEST | OPENING | CLOSING |
|----------------|--------------|--------------|
| First Contest | Sun. Feb. 1 | Sat. Feb. 1 |
| Second Contest | Sun. Feb. 8 | Sat. Feb. 8 |
| Third Contest | Sun. Feb. 15 | Sat. Feb. 15 |
| Fourth Contest | Sun. Feb. 22 | Sat. Feb. 22 |
| Fifth Contest | Sun. Feb. 29 | Sat. March 1 |
| Sixth Contest | Sun. March 2 | Sat. March 8 |

5. Entries received before Saturday, February 1, will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the first week's contest must be postmarked before midnight, March 8, and must be received by March 22.
6. Entries will be judged for originality, sentiment, and aptness of thought. The judges' decision will be final. Highest prize will be awarded in case of ties. No entries returned. Entries, contests, and ideas therein become the property of Procter & Gamble.
7. Any resident over 18 years of age of Canada or the United States may complete the contest. Entries may be sent to the advertising agency and their families. Contests subject to all Dominion, Federal and State regulations.
8. The grand prize-winner's name will be announced shortly after the close of the last contest. "Anthem The Storm," "Life Can Be Beautiful," and "Wee Wee in White" the three winners will be announced over the three programs shortly after the close of each contest. All winners will be notified by mail. Prize-winner lists will be available approximately one month after the close of the last contest.